SCARF Model

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| Domain | Description | Unlikely to go toward the change if | Your job is to | Actions |
| **Status** | Relative importance to others  Activates same regions as physical pain | I feel my status is being attacked | Maintain neutral or enhance their status as part of the change |  |
| **Certainty** | Ability to predict the future. Without prediction, brain must use more resources and energy | There is mystery about the future | Make sure people know about the journey and what it will be like |  |
| **Autonomy** | Perception of exerting control over events  Strong correlation between sense of autonomy and health outcomes | I have or feel loss of control/certainty | Focus on helping people with some measure of free choice |  |
| **Relatedness** | Sense of safety with others.  Need for safe human contact is primary driver like need for food | They feel ‘I am going to go through this alone’ | Make it a ‘team is going through this’, plenty of meetings, talk about certainty, give choice |  |
| **Fairness** | Perception of fair exchanges between people  Insular (involves in intense emotions such as disgust) | I don’t feel that what’s happening is fair to me or my group | Address fairness and perceived fairness |  |

SCARF Model, David Rock